

FREAK FASHIONS NEVER GOOD TASTE

The man who wishes to dress correctly will watch every detail of his attire for each occasion



"That Wonderful Store of Yours is Making Good Progress"

is the frequent speech to us every day by men and women who are not flatterers.

It pleases us and encourages us to realize that thinking people recognize the fact that the same individualities and energies with the added facilities and experience that the years have provided must enhance the store's progress, greatness and usefulness to the public.

Its growth is the sign of the inner life and purpose.

FURRIERS FIRST AND ALWAYS MEN'S HATTERS MILLINERY BLOUSES and SWEATERS

John Henderson & Co. Furriers

Established 1834
Montreal, Canada

At the moment we seem to have been precipitated into a *Silly season* where men's clothes are concerned. Newspaper writers would have us believe that opinion has broken out against the *ugliness* of modern clothes for men. Cables tell us that a group of French artists have organized to beautify styles in men's wear and that they have opened a *Salon de la mode masculine*. Coats, we are informed, are to be snug at the waist, full at the skirt and flowing in lines. Trousers are to be amputated at the knee to supplant the current style which is announced as "inconvenient, ugly and deceptive, and an outrage," since it "dissembles the harmonious line of the leg." The hat for such a costume must be wide brimmed and cavalier in cut.

Picturesque attire of this sort may have its esthetic points, but it will take a deal of crafty campaigning in Paris to put it over on the average Canadian. It would require colossal courage on the part of the first men attempting to adopt this new and *artistic* apparel.

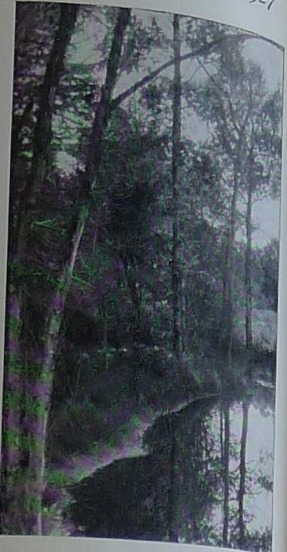
No, clothes for men may become more and more informal, especially when we have the Prince of Wales choosing every possible occasion to be personally comfortable rather than adhering to strict observance of the

stern traditions for men's fashions. Invariably, we look to London to see which way the fashion winds are blowing. In London there is increasing acceptance of the country house type of dress not only for the country but for town wear. Strangely enough it is no longer unusual to see a man in London—actually well-dressed men—wearing a bowler hat and an ordinary lounge suit with a slip-on sweater replacing the waistcoat.

Two noticeable trends here! The one is the bowler hat which is so definitely swinging into real popularity. The bowler—or the derby as it is more popularly known in Canada—will very probably supersede the gray felt hat, which has been popular now for many seasons, and, with the oncoming of autumn, we shall probably see the derby worn more and more in our Canadian cities. Whether or not Canadians will take up the wearing of pull-over sweaters for daytime business wear remains to be seen. The younger element has been doing it somewhat but the more conservative business man has by no means abandoned his waistcoat and we doubt very much, comfortable and all as the sweater may be, if Canadian business men will show this preference.



Canadian golfers have never been offered a greater variety of golf attire than in the last two months with tournaments across the Dominion, and the visit of the distinguished British players. Noticeable was the absence of freak or fad costume; in fact the conservative costumes illustrated are typical of the saneness with which the best golfers dress when actively engaged in the game. While this season's trend has been toward plain suits and toned socks, there is still a very great leaning toward the brilliantly checked or plaid socks and pull-overs



One-tone four small convento favored for day the coming of fall is a new shade English import Fatweathers

Beside Those Still Waters

Where business worries evaporate
And tired nerves are at rest
The mind demands stimulation.
One wonders
What is going on outside....
If all is well with home town golf....
The provincial tennis....
How the Commodore came in.
News of friends hither and yon.

Mayfair is like a perennial traveller, full
Of news and welcome gossip
You can hardly afford to be away
Without it in your regular mail
It's like being on a mountain top
Without a spy glass....
On a prairie without a radio
To be without

Mayfair

As a matter of fact dressed men both in Montreal were observed spring to be taking black jacket and sweater business wear. The adaptation of the sweater and really looks very wear. It would not if the vogue for the sweater with the cooler weather this form of dress a degree of formality stiff-winged collar. decidedly out of place costume.
For those who are formal there will no ing latitude in the Color is very much to and ties; shirts with collars. There have that the rose or pink adopted. Perhaps the younger element—the but somehow or other can never be regarded feminine and masculine to believe will not depend shades of brown, gray
If your well-dressed allowed an informal creep into his daytime rest assured that he permit a lapse for the strict formality of at At night no Englishman himself well turned out thing but tail coat at the daytime for form at the Ascot or at the C will cling tenaciously ditions of correct for Canada, His Excellency General, Viscount V given us admirable example groomed Englishman occasion. Take for i King's Birthday Gar Excellency was a very in his morning coat of pearl gray topper. Wit he wore a black satin inch the correctly di